CLAIMS

1. A system for providing digital messaging services received from multiple sources over a communications network, comprising:

a client system, including:

5   a display screen coupled to a communications link; and

a workstation including a web browser, a user interface, a memory, and a processor, said workstation coupled to said communications link;

a hosting system, including:

a server coupled to a communications link;

10   a workstation for:

accessing applications stored on said server;

inputting and retrieving information stored within said hosting system, wherein said workstation is coupled to said communications link; and

a data storage device for storing data utilized by said hosting system;

15   wherein said hosting system is accessible to said communications network;

wherein said client system and said hosting system are in communication with each other, and wherein further, said hosting system provides digital messaging services to said client system.

20   2. The system of claim 1, wherein said digital messaging services include data collection resources procured from said client system, and at least one of a local content provider, national advertiser, local advertiser, corporate marketing group, and advertising agencies.

25   3. The system of claim 2, wherein local content from said local content providers include one of:

news,

trivia,

weather,

30   sports, and

stock market updates.

4. The system of claim 1, wherein said client system is a retail establishment.

5. The system of claim 1, further comprising:

an input device for interactively changing content on said display screen, wherein forms of said content include audio, video, and text representations.

6. The system of claim 5, wherein said display screen is a monitor.

7. The system of claim 5, wherein said display screen is a kiosk.

8. The system of claim 5, wherein said input device is a wireless telephone.

9. The system of claim 5, wherein said input device is a personal digital assistant.

10. The system of claim 5, wherein said input device is a bar code scanner.

11. The system of claim 5, wherein said input device is a keyboard.

12. The system of claim 5, wherein said input device is a microphone.

13. The system of claim 5, wherein said input device is a touch screen.

14. A method of providing digital messaging services received from multiple sources over a communications network, comprising:

receiving a request by a client system to access a hosting system's web site, said client system under a subscription agreement with said hosting system;

transmitting a menu of options to said client system, based upon access permissions established by said hosting system;

permitting said client system to perform digital messaging functions based upon selection of one or more of said options;

registering entities pertaining to external data sources for access to said digital messaging services;

receiving data from said entities for collection, categorization, and storage;

transmitting a subset of said data to said client system; and

tracking data collected;

wherein said data is displayed on a display system at said client system via said digital messaging services.

15. The method of claim 14, wherein said menu of options include:

selecting a screen design from a list of templates;

selecting graphics materials from a graphics and image database;

selecting a registered graphics artist from a list;

selecting custom graphics services;

selecting a local content provider from a list of registered providers;

collaborating with an outside entity on an advertisement design, wherein said outside entity is a corporate marketing, visual merchandizing, or advertising agency;

viewing a prototype of a selected screen design;

designating an approval status of said screen design;

designating display times;

designating display dates;

designating display tiles; and

editing said screen design.

16. The method of claim 14, wherein said categorization of said data includes categories defined by:

client;

geography;

5   tile size;

tile location;

display times;

display dates; and

product type.

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17. A storage medium encoded with machine-readable computer program ' code for providing digital messaging services received from multiple sources over a communications network, the storage medium including instructions for causing an enterprise system to implement a method, comprising:

15   receiving a request by a client system to access a hosting system's web site, said client system under a subscription agreement with said hosting system;

transmitting a menu of options to said client system, based upon access permissions established by said hosting system;

permitting said client system to perform digital messaging functions

20   based upon selection of one or more of said options;

registering entities pertaining to external data sources for access to said digital messaging services;

receiving data from said entities for collection, categorization, and storage;

transmitting a subset of said data to said client system; and

25   tracking data collected;

wherein said data is displayed on a display system at said client system via said digital messaging services.

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18. The storage medium of claim 17, wherein said menu of options include:

selecting a screen design from a list of templates;

selecting graphics materials from a graphics and image database;

selecting a registered graphics artist from a list;

5   selecting custom graphics services;

selecting a local content provider from a list of registered providers;

collaborating with an outside entity on an advertisement design, wherein said outside entity is a corporate marketing, visual merchandizing, or advertising agency;

10   viewing a prototype of a selected screen design;

designating an approval status of said screen design;

designating display times;

designating display dates;

designating display tiles; and

15   editing said screen design.

19. The storage medium of claim 17, wherein said categorization of said data includes categories defined by:

client;

20   geography;

tile size;

tile location;

display times;

display dates; and

25   product type.